



Progressive Education for
Event Professionals

Wedding & Event Design with Lindsay Landman

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Week 5: Branding in Event Design

Week 5: Branding in Event Design Understanding Branding

What is Branding?

The marketing practice of creating a name, symbol or design that identifies and differentiates a product, service or experience.



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Brand Identification

Logo/Symbol



Message

I'm lovin' it.
Eat Fresh
Think outside the bun.
Don't leave home without it.

Incites visual recognition, connectivity and familiarity.



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Branded Events

Talking the Talk

Inquire about use of Branding Guidelines – also called Branding Standards or Brand Assets

Inquire about the flexibility that may or may not exist with Branding Guidelines

Inquire about how Brand Recognition fits in with the event goals

Inquire about Brand Prominence for photo opps and press



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Branding Guidelines

Primary Color Palette for Logo Elements

The Cornell logo banners are available in several colors and sizes consistent with official branding guidelines and may not be altered in any way outside of the options presented upon download.

The official colors for the logo banners are:

Color	Hex	RGB
Red	#E61E1E	198/217/30
White	#FFFFFF	255/255/255
Dark	#000000	0/0/0

These banner colors should be the most dominant colors on any Cornell logo and should be used to anchor your design.

Secondary Color Palette

These colors are complementary to the primary palette and offer options for most general elements in other content design and content elements. Use of the secondary palette is not required for your design - it is presented as a suggested alternative only. The hex and other values on your file, providing that your logo banners are in official colors.

Blue	#005596
Green	#008000
Orange	#FF8C00
Yellow	#FFD700
Purple	#800080
Grey	#808080

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Branding Guidelines

The image shows a branding guide for DOMUS Laundry Christmas Services. It includes the company logo, a list of services (Wash, Fold, Dry, Pick-up/Delivery), and a color palette with hex and RGB values for primary and secondary colors.

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Branding Guidelines

The image shows Walmart branding guidelines, including the Walmart logo, the 'Walmart' text, and a color palette with hex and RGB values for primary and secondary colors.

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Why Employ Branding Techniques?

- Consistency
 - Throughout a single event or over the course of multiple related events
- Source of Inspiration
 - Existing branding can provide color palette, patterns, logos for use in larger design plan
- Focus
 - Opportunity to more directly illustrate why guests are there and what you want them to take away from an event
- Longevity
 - Opportunity to send your client's message or visual home with guests when an event experience is over



Week 5: Branding in Event Design Branding Opportunities at Events

Branding opportunities at Events

- Invitations
- Save the Dates
- Menus
- Programs or brochures
- Cocktail napkins, coasters, stirrers
- Vinyl appliques
- Favor packaging
- Gobos and projections

Event design is not limited to just what guests see and experience in the location at the specified time when the event takes place!



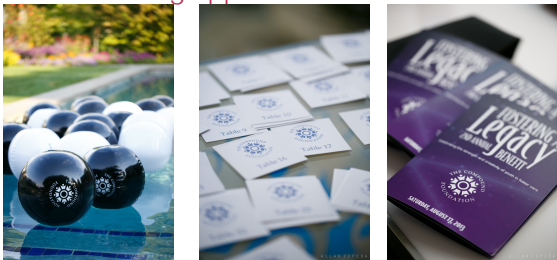
Branding opportunities at Events



Branding opportunities at Events



Branding opportunities at Events



Branding opportunities at Events



Branding opportunities at Events



Branding opportunities at Events



Branding opportunities at Events



Week 5: Branding in Event Design Social Events

Branding Crossover

The process of Branding has been so successful in the corporate world, that it has crossed over to the social world.

Branding for Social Events

PRIMARY MARK:
JULIA & CRAIG

ADDITIONAL MARKS:
2013 JULIA & CRAIG
CRAIG AND JULIA ST. CLAIR M.R. & M.S. ST. CLAIR

COLORS:
[Orange] [Green] [Purple]

TYPE:
ARCEFFGHIJLWMPQRS TUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING BY THE GUN TOPGUN

LOGO:
[Logo with floral elements]

IMPERIAL:
[Circular icons]

COLOR palette:
[Color swatches]

PATTERNS:
[Pattern swatches]

FOOTER:
Century
Dacova Beauty

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Social Event Branding





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Social Event Branding








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Social Event Branding



Social Event Branding



Social Event Branding



Social Event Branding





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